



Request for Proposals for Graphic Design to Citizens for Modern Transit

Citizens for Modern Transit ("CMT") is seeking a graphic design consultant to assist CMT with an advertising campaign on CMT's new Try & Ride Program, a program to entice new riders to the transit system with complimentary tickets, personalized route from home to work, and a journal to document their experiences. This project will include the creation of the Try & Ride logo and collateral materials.

Work products will include creation and development of one cohesive look for one logo, one bus shelter ad design, one light rail windscreen design, onboard transit ads for bus and train (one of each), poster, two mailers, Try & Ride registration piece, journal and web graphics.

A detailed budget breakdown for each task/item listed above will need to be included with proposal.

CMT encourages disadvantaged, small, women-owned, and/or minority business participation. Proposers must include the DBE Participation Form or its equivalent in the proposal, even if the DBE participation is zero (0).

Proposals are due on March 24, 2014, at 4:00 p.m. local time to the following address:

"Transit Rider Initiative Program"
c/o Kimberly Cella
Executive Director
Citizens for Modern Transit
911 Washington, Ste. 200
St. Louis, MO 63101

Late proposals will be returned unopened. Three (3) printed copies and one electronic copy via email (kcella@cmt-stl.org) from a firm principal committing the proposal for a minimum of ninety (90) days. **Faxed proposals or proposals submitted with an inadequate number of copies will not be accepted. Work product designs will need to be completed no later than May 15, 2014.**

CMT will post any supplemental information as necessary on the CMT website:
www.cmt-stl.org.

Please visit our website periodically to check for any additional information.